



WHTM  
3235 Hoffman Street  
PO BOX 5860  
Harrisburg, PA 17110-5860

## Contract # 194087

### Schedule Dates

08/21/12-08/27/12

### Advertiser

Smith/Senate/Rep (15335)

### Agency

Stevens Reed Curcio & Co. (3171)

### Product

Political-Political (1088)

### Brand

POLITICAL (2893)

### Salesperson

Jones, Mike (1068)

### Sales Office

CONTINENTAL - Washington, DC

### Buyer Name

Vonderheide, Betsy

### Phone/Fax

/

### CPE

11/15/214

### Account Types

National/Political Candidate Agency

### Billing Type

Standard

### Comments

Tue-Mon week

### Date Entered

08/20/12

### Last Modified

08/20/12

### Entered By

Nicole Heckard

### CO-OP

No

### Headline #

ECR08852487

### Demo

Normal

### Order Type

Normal

### Package Deal

### Commission %

15.00

### Commission

\$2,002.50

### Net Total

\$11,347.50

### Sales Tax

## WHTM Harrisburg (WHTM)

By Broadcast Month Spots Rate

Aug. 2012 35 \$10,225.00

Sep. 2012 10 \$3,125.00

Grand Total: 45 \$13,350.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/21/12-08/27/12	2	:30	7A- ABC-GOOD MORNING AMERICA	1	1	1	1	1	1			5	\$400.00	\$2,000.00	WHTM Harrisburg (WHTM)		8/20/12
2.0	Normal Line / SPOT (2)	08/21/12-08/27/12	2	:30	9A- REGIS & KELLY	1	1	1	1	1	1			5	\$175.00	\$875.00	WHTM Harrisburg (WHTM)		8/20/12
3.0	Normal Line / SPOT (3)	08/26/12-08/26/12	2	:30	9A- NEWS-ABC27 NEWS SUNDAY MORNING 9A								1	1	\$125.00	\$125.00	WHTM Harrisburg (WHTM)		8/20/12
4.0	Normal Line / SPOT (4)	08/21/12-08/27/12	2	:30	10:58A- ABC-THE VIEW	1	1	1	1	1	1			5	\$150.00	\$750.00	WHTM Harrisburg (WHTM)		8/20/12
5.0	Normal Line / SPOT (5)	08/21/12-08/27/12	2	:30	12P- NEWS-ABC27 NEWS AT 12P	1	1	1	1	1	1			5	\$200.00	\$1,000.00	WHTM Harrisburg (WHTM)		8/20/12
6.0	Normal Line / SPOT (6)	08/21/12-08/27/12	2	:30	4P- 4:58:31P (EST)	1	1	1	1	1	1			4	\$200.00	\$800.00	WHTM Harrisburg (WHTM)		8/20/12
6.0.1	Preempt (6)	08/21/12															WHTM Harrisburg (WHTM)	Pre-Empty/Exception - no check	
7.0	Normal Line / SPOT (7)	08/21/12-08/27/12	2	:30	4:58:31P- 5:57:56P (EST)	2	2	2	2	2	2			8	\$400.00	\$3,200.00	WHTM Harrisburg (WHTM)		8/20/12
7.0.1	Preempt (7)	08/21/12															WHTM Harrisburg (WHTM)	Pre-Empty/Exception - no check	
7.0.2	Preempt (7)	08/21/12															WHTM Harrisburg (WHTM)	Pre-Empty/Exception - no check	

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



Stevens Reed Curcio & Co.  
201 North Union Street #200  
Alexandria, VA 22314

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Standard

### Comments

Tue-Mon week

Date Entered 08/20/12  
Last Modified 08/20/12  
Entered By Nicole Heckard  
CO-OP No  
Headline # ECR08852487  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$2,002.50  
Net Total \$11,347.50  
Sales Tax

## WHTM Harrisburg (WHTM)

By Broadcast Month	Spots	Rate
Aug. 2012	35	\$10,225.00
Sep. 2012	10	\$3,125.00
<b>Grand Total:</b>	<b>45</b>	<b>\$13,350.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
8.0	Normal Line / SPOT (8)	08/21/12-08/27/12	2	:30	5:57P- NEWS-ABC27 NEWS AT 6P	1	1	1	1	1	1			4	\$500.00	\$2,000.00	WHTM Harrisburg (WHTM)		8/20/12
8.0.1	Preempt (8)	08/21/12															WHTM Harrisburg (WHTM)	Pre-Empt/Exception - no check	
9.0	Normal Line / SPOT (9)	08/25/12-08/25/12	2	:30	6P- NEWS-ABC27 NEWS SATURDAY AT 6P							1		1	\$300.00	\$300.00	WHTM Harrisburg (WHTM)		8/20/12
10.0	Normal Line / SPOT (10)	08/26/12-08/26/12	2	:30	6P- NEWS-ABC27 NEWS SUNDAY AT 6P								1	1	\$300.00	\$300.00	WHTM Harrisburg (WHTM)		8/20/12
11.0	Normal Line / SPOT (11)	08/21/12-08/27/12	2	:30	7P- NEWS-ABC27 NEWS AT 7P	1	1	1	1	1	1			4	\$300.00	\$1,200.00	WHTM Harrisburg (WHTM)		8/20/12
11.0.1	Preempt (11)	08/21/12															WHTM Harrisburg (WHTM)	Pre-Empt/Exception - no check	
12.0	Normal Line / SPOT (12)	08/21/12-08/27/12	3	:30	11P- NEWS-ABC27 NEWS AT 11P	1	1				1			2	\$400.00	\$800.00	WHTM Harrisburg (WHTM)		8/20/12
12.0.1	Preempt (12)	08/21/12															WHTM Harrisburg (WHTM)	No Copy/Exception - no check	

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

BB&T Media

Smith week 8/21

13,217.50

WHTM

Smith

8/17/2012

13,217.50

17898

SRCP MEDIA, INC. • MEDIA ACCOUNT

MEMO

Smith week 8/21

WHTM

Thirteen Thousand Two Hundred Seventeen and 50/100\*\*\*\*\*

PAY TO THE ORDER OF WHTM

\$ 13,217.50

8/17/2012

68-426-514

VIRGINIA

BB&T

MEDIA ACCOUNT  
201 N. UNION ST. STE. 200  
ALEXANDRIA, VA 22314  
(703) 683-9755

ADVERTISING AS UNIQUE AS YOUR CAMPAIGN



QR CODED FOR TRACKING

EP Security features. Details on back

17898

# **AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☒ **FEDERAL CANDIDATE**      ☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	WHTM-TV
<b>Date:</b>	8/17/12

I, Betsy Vonderheid

being/on behalf of: Tom Smith, a legally

qualified candidate of the Republican Party political

party for the office of: Senate

in the General Election

election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		8/21-8/27			

<b>Total Charges:</b> \$15,550.00
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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Tom Smith For Senate

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lisa Lisker, treas.

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**  
 Date: 8/10/12  
 Signature: *Beto Roldan*

**To Be Signed By Station Representative**

☒ Accepted ☐ Accepted in Part ☐ Rejected

Signature: *[Signature]*  
 Printed Name: *Paul Roldan*  
 Title: *NSM*

# CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, \_\_\_\_\_ (name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

*Betsy Vanderheid*

Betsy Vanderheid

printed name

date

4/12/12

## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:  
(1) actual air time and charges for each spot;

(2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and

(3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.